

How a professional corporate logo stand out from the rest:

By Thomson Chemmanoor

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A corporate logo is actually a part of a brand entity. It is something in which it's shape, color and typeface are all different from others in a similar market. An effective logo has to be one that is recognized instantly, while evoking some emotional response to the public. The well-designed or professional logo always works well in different sizes, and even in one color. Take for example Apple computer's logo of an apple with a bite out of it. It started out with many colors, but now is still recognizable throughout the world in a single color, red. Most think that a logotype is just a graphic symbol or sign, while it actually consists of either a name, or a sign and a name. Sometimes a slogan too is included in the logotype.

When it comes to creating a professional corporate logo, there are two approaches to adopt from. One says that you should maintain your own business identity close to your competitors' while another says that you should stand out from your competition. The better one is the image you project of your capability of giving a competitive advantage over your competitors. Hence, you should create an identity to prove that you are an innovator, and something different from others. Many things help you establish your identity, but nothing is as critical as your logo. You may feel that you cannot afford the services of a professional logo designer. However, in the long run, an inefficient or amateurish logo costs you more in terms of lesser sales in your company, than a professional corporate logo!

While working with your professional logo designer, it is best to notice other company's logos to ask yourself what kind of image they project and why. Keeping this in mind, you too can get an idea for the proper logo for your establishment. Avoid a complicated logo. The simpler and more understated your logo is, the greater the impact it gives. not only that, simple logos are easier for the public to remember. Take for example the golden arches of McDonald's. Choose the colors wisely for your logo design as it is a significant element of the logo. Bright colors are always the strong attention getters, and can very much excite people. If you want to project the image that your company is hot and trendy, it is better to use the color red, yellow and orange. Bold blocks used in the typestyle of the logo design invoke the image that the company is a strong and large one. For a classic or upscale image, it is better to use italics to evoke the image of the company. Once you determine the color and typeface of your logo, you may consider embellishing the logo with a single element like a line or border. Taglines too play an important part in the promotion of a logo. A tagline is the short and snappy group of words found underneath a logo. While you may stick with your logo permanently, the tagline may change as the company grows. In addition, the last point to remember in making your corporate logo stand out from the rest is by creating a unique logo as this avoids confusion in the marketplace, suppliers, clients and to the general public.

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